

On Jun 26, 2023, at 5:03 PM, Andrew Axelrod <AAxelrod@axarcapital.com> wrote:

Thanks Jeff. Sorry, I know this is disappointing for you.

---

**From:** Jeffery Streader <[jeff.streader@goglobalretail.com](mailto:jeff.streader@goglobalretail.com)>  
**Sent:** Monday, June 26, 2023 5:46 PM  
**To:** Andrew Axelrod <[AAxelrod@axarcapital.com](mailto:AAxelrod@axarcapital.com)>; Steve Hannan <[hannan@springerbridgeassociates.com](mailto:hannan@springerbridgeassociates.com)>  
**Subject:** Fwd: [External] Go Global - Project Butterfly

Despite the less than desirable path - thank you for taking the time on this journey with us

We are pencils down

Jeff Streader, Managing Partner  
Go Global Retail  
Mobile: 1.615.481.6309  
[www.goglobalretail.com](http://www.goglobalretail.com)

**From:** Jeffery Streader <[jeff.streader@goglobalretail.com](mailto:jeff.streader@goglobalretail.com)>  
**Subject:** Go Global - Project Butterfly  
**Date:** June 26, 2023 at 2:43:38 PM PDT  
**To:** Christian Tempke <[christian.tempke@lazard.com](mailto:christian.tempke@lazard.com)>, Brendan Shea <[brendan.shea@lazard.com](mailto:brendan.shea@lazard.com)>  
**Cc:** Kathleen Lauster <[klauster@ankuracapitaladvisors.com](mailto:klauster@ankuracapitaladvisors.com)>, Matthew Lapish <[mlapish@ankuracapitaladvisors.com](mailto:mlapish@ankuracapitaladvisors.com)>, Christian Feuer <[christian.feuer@goglobalretail.com](mailto:christian.feuer@goglobalretail.com)>, Yuen Chau <[yuen.chau@goglobalretail.com](mailto:yuen.chau@goglobalretail.com)>, Jason Wooten <[jason.wooten@lazard.com](mailto:jason.wooten@lazard.com)>

Christian and Brendan -

Our days have been filled by refining and aligning on our strategy for the acquisition of Buy Buy Baby from the Bed Bath and Beyond estate.  
There is a lot to like in Project Butterfly and the synergies for Go Global's portfolio of children's companies.

However, we have concluded that the brand has suffered material deterioration in the last year and during the going out of business process.  
The prospect of brand and business revival is not without significant risk. Inventory recovery (from market) and normalized vendor relations also have risks.

After our ongoing, painstaking debates, Go Global and our investors have landed and are withdrawing from the process.

We want to personally thank Lazard for your availability to us at all hours and the outstanding efforts and cooperation from Patty Wu, Sue Gove and the entire team @ Alix Partners. True professionals.

Thank you and good luck on Wednesday.

Jeff

Jeff Streader, Managing Partner  
Go Global Retail  
Mobile: 1.615.481.6309  
[www.goglobalretail.com](http://www.goglobalretail.com)